



May 07, 2014 Europe

## Effie Switzerland's 15th Effie Awards

On Tuesday, 6 May 2014, Effie Switzerland's 15<sup>th</sup> Effie Awards ceremony was held at Swiss television and radio's tpc Studio 1. Four gold, nine silver and three bronze Effies were awarded to client and agency teams who submitted the most effective marketing cases of the last two years.

This year's gold winning client/agency teams were: Migros-Genossenschafts-Bund (Zürich) and Jung von Matt/Limmat (Zürich) for their case, "Generation M"; CSS Versicherung (Luzern) and Contexta (Bern) /Mediaplust (Bern) for "Imagekampagne"; Ganz persönlich, Pro Infirmis (Zürich), Jung von Matt/Limmat (Zürich) and Konnex (Winterthur) for "Wer ist schon perfekt? Kommen Sie näher."; and Migros-Genossenschafts-Bund (Zürich), Advico/Y&R (Zürich) and OMD Schweiz (Zürich) for "Migros Sélection 'Streitfragen'".

The 24-member jury was headed by Professor Torsten Tomczak, Director of the Center for Customer insight at the University of St. Gallen, and made up representatives from client companies, advertising/media agencies, research, and teaching. Cases were judged in six categories: Services/Retail/Media, Financial Services/Insurance, International, Cultural and Social Issues, Food and Beverages, and Consumer Goods.

For the full press release and list of Effie Switzerland's recent winners please click [here](#) or visit [Effie Switzerland's website](#).

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### About Effie Worldwide

Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The **Effie Awards** are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national **programs** across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the **Effie Effectiveness Index**, ranking the most effective companies and brands globally and the **Effie Case Database**. For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, **programs** and **news**.